

Welcome to 2026 Leadership Convention

This session will begin soon



5A - Leadership in Action

The Work That Matters Most

Becca Crookston - Director of Leadership

What we will cover in this workshop

- PTA: What and Why
- Volunteer vs Leader
- Transitions
- Procedure Books
- Organizing Your Board
- Using Committees
- Conflict Management
- Creating and Using Needs Assessments
- Recognition and Awards
- Leadership Academy

“Leadership is action,
not position.”

~ Donald H. McGannon

Why do you participate in PTA?

There are personal reasons why each person gets involved in PTA, but many stay and do more because of the common purposes of PTA.

“Visionary leaders help people to see how their work fits into the big picture, lending people a clear sense not just that what they do matters, but also why.”

~ Daniel Goleman

UTAH PTA MISSION

To make every child's potential a reality by engaging and empowering families and communities to advocate for all children.



“It is not fair to ask of others what you are not willing to do yourself.”

~ Eleanor Roosevelt

What Makes PTA Different and Special?

- Structure of PTA gives a built-in support system
Local → Council → Region → State → National
- National Organization = training tools from all levels
- Utah PTA provides all local and council units under its umbrella non-profit status which allows each PTA unit to fundraise and be tax exempt.
- PTA history is strong and deeply rooted in protecting children.



“If your actions inspire others to dream more, learn more, do more and become more, you are a leader.”

~ John Quincy Adams

Volunteer Leaders

“Volunteers don’t get paid,
not because they’re
worthless, but because
they’re priceless.”
~ Sherry Anderson

Leaders gladly rise to a challenge and can take others with them.

Volunteers on the other hand, prefer to do what you tell them and little more.

We need both. Not every volunteer needs to be a leader.

Watch.

As a leader with a title, your job is to find a replacement for when your position changes.

Praise them. Invite them. Nominate them.

“The expert in anything
was once a beginner.”

~ Helen Hayes

Transition Time

Time from election of new officers until July 1st when they are officially in their positions

- This is an important time for planning and getting prepared for the upcoming year.
- Things you should be doing during this time:
 - Filling Board/Committee Chair Positions.
 - Meeting with Principal
 - Planning next year calendar, budget, membership theme, etc.
 - Working with current board to complete a needs assessment so you can plan your year.
 - Go to State and Council Trainings
- Remember... you are not in charge yet. Be respectful of the current board. Help them if you can, but don't take over.
- It is ok to plan so take advantage of this time.

“You can do what I cannot do.
I can do what you cannot do.
Together we can do
great things.”

~ Mother Teresa

Organize your Board

There are a few examples of how to structure a board on the website at utahpta.org/organizing-your-board

- Your board will look different based on the needs of your PTA. That is encouraged.
- Use the layers of PTA to help the chair be successful.
 - Use commissioners to place chairs in groups and have commissioners oversee those areas and report back to the board.
- Fill top positions first.
- Make sure you fulfill your bylaw requirements.
- Look at what volunteers you do have and don't be afraid to make changes based on needs and talents.

“What gets measured gets done, what gets measured and fed back gets done well, what gets rewarded gets repeated.”

~ John E. Jones

Procedure Books

Book or set of files for every position, event or committee within PTA. The book contains the information about what was done in the past and what did and didn't work.

A new person to that position should be able to read that book and then understand how to move forward.

What is in a Procedure book?

- Bylaws and Standing Rules
- Budget
- PTA Calendar
- Training materials relevant to this position
- Local Unit materials: agendas, minutes, assignments
- Job/Event/Committee Descriptions
- Committee Contact List
- Summaries of previous years' events

See handouts and examples on the Leadership section of utahpta.org for how to organize Officer and Committee procedure books.

“Never doubt that a small group of thoughtful committed citizens can change the world.”

~ Margaret Mead

Using Committees

Committees are the backbone of PTA.

They conduct the work and pull off all of your programs and events.

They are the heart of PTA.

Committees are where you find future leadership.

Committees help bear the load – many hands make light work.

Types of Committees

- Standing – for events or programs that are year round
 - Examples: Reflections, Hospitality, reading club, student club, communications, membership, ribbon weeks, etc.
- AdHoc – one time or special committees to solve a problem
 - Examples: nominating committee, family nights, exploring new fundraiser

“The goal is to turn data
into information, and
information into insight.”

~ Carly Fiorina

Creating and Using Needs Assessments

Needs Assessments determine what is important to the community you are serving and what your PTA should be doing

- Paper or online are acceptable.
- Generic or personalized – no rule against either.
- Doing one at the beginning of the year and then again at the end is a great way to survey what the community liked and didn't like.
- The School of Excellence has a great needs assessment survey built into the program.
 - Beginning Assessment that will give you a road map to solve identified problems.
 - End of year assessment that will show growth.

“A great leader understands
that conflict is not about
winning; it's about
resolving.”

~ John Maxwell

Conflict Management

Conflict is everywhere
–do not fear it

Conflict can be healthy

If becomes destructive
–you must act

Be aware of perceptions
–avoid assumptions

Communication is the key
–be open and neutral

Conflict in PTA usually revolves around three areas:

- Individual conflicts
- Problems relating to PTA activities
- Opposition to PTA policies or positions

Some conflicts can be avoided when you are:

- Knowledgeable
- Familiar with bylaws
- Following the policies of PTA
- Informed about the issues
- Sensitive to the rights of members
- Able to avoid personality conflicts

More information can be found in the President Handbook and on the leadership section of www.utahpta.org

“Leadership is the ability to
get extraordinary
achievement from ordinary
people.”

~ Brian Tracy

What Makes a Good PTA Leader?



- ❑ Welcoming and valuing all perspectives
- ❑ Listening and communicating effectively
 - ❑ Supporting all students' academic, social, and emotional success
- ❑ Focusing on what matters to the mission
- ❑ Sharing power and empowering others to lead
 - ❑ Collaborating with others to create a strong school & community

How would you rate your school in each of these categories?

“You don’t inspire your teammates by showing them how amazing you are. You inspire them by showing them how amazing they are.”

~ Robyn Benincasa

PTA Awards can help
grow leaders and show
value in PTA.

Utah PTA Gold Star Awards

When you are walking the walk – you are providing excellent service to the students, staff and school community.



This is a unit award earned by what leaders do together in their PTA or PTSA.

There are 3 award levels available.

PTA, PTSA, and Council!

Each have basic requirements specific to the things they do in their unit.

Use the QR code in your program to see the requirements to prepare to earn the award next year.

Include this award in your goals!



Utah PTA L.E.A.P. Awards



Leadership Excellence And Partnership

L.E.A.P. awards are for individuals in PTA that are making a difference in their PTA and school community.

Use the QR code in your program to see what the requirements are to be prepared to apply for the award next year.

You can probably already check off a few boxes:

- Attend Utah PTA Leadership Convention.
- Be a PTA member for at least one year.
- Be familiar with the PTA Mission, Values & Purposes.

“The first person to step out in a new direction is viewed as the leader. And being the first to step out requires courage.”

~ Andy Stanley



Leadership Academy

We are seeking leaders who:

- Demonstrate a passion for our vision that every child's potential is a reality. Exhibit visionary and forward-thinking leadership qualities.
- Reflect professionalism, integrity, and PTA values.
- Believe PTA should be an inclusive association for all.
- Strive to increase family engagement through programs and PTA membership.
- Seek personal development to provide long-term leadership within their community.



“Leadership isn't a title;
it's a behavior. It's about
how you influence those
around you.”

~ James Lawrence

Together We L.E.A.D.

Utah PTA LEADership Exchange

- Leadership
- Engagement
- Advocacy
- Development

Help us share the L.E.A.D. coins!
Scan, share, and pass it on.

You can track the progress of a coin, see utahpta.org for more information!



VISION OF UTAH PTA

- **Advocate** by speaking on behalf of all children and youth in schools, in the community, before governmental bodies, and before other organizations that make decision affecting children.
- **Develop** programs, resources, and leadership skills that enhance the lives of all children, youth and their families.
- **Engage** the public in united and equitable efforts to secure the physical, mental, emotional, spiritual, and social well-being of all children and youth.

“Leadership is action,
not position.”

~ Donald H. McGannon

“The leader of the past may have been a person who knew how to tell, but certainly the leader of the future will be a person who knows how to ask.”

~ Peter Drucker

Questions and Answers

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All materials from this class can be found at utahpta.org

Connect with us on social media



FACEBOOK

- Utah PTA
- Utah PTA Advocacy
- Utah PTA Super Secondary
- Utah PTA Excellent Elementary
- Utah PTA Treasurers
- Utah PTA Reflections
- Utah School Community Councils
- Utah PTA Teachers
- Utah PTA Battle of the Bands

Connect with us on social media

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X - @UtahPTAOneVoice



PINTEREST - Utah PTA



YOUTUBE - Utah PTA One Voice



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